

# Town Center District Redevelopment Strategy & Specific Plan

Yuba City, CA



This Specific Plan for 295 acres near the Feather River has dramatically revitalized an underutilized area dominated by declining industrial uses into a new, walkable central city “workplace district” anchored by a central boulevard and a town square. The Plan has shaped all new development through innovative “form-based” design standards and coordinated infrastructure improvements. The success of the new workplace district has catalyzed significant revitalization of the downtown and helped knit together adjoining neighborhoods.



## BEFORE

- A 295-acre vacant former cannery and steel mill site adjacent to the Feather River, downtown, and existing residential neighborhoods.
- Previously, minimal investment in new employment development; low levels of job-creation.
- Lack of a gathering place and “heart” of the city.



The site consisted of underutilized and vacant industrial land located in the heart of the city.



Design standards specify workplace district building types, orientation, frontage conditions and facade design, as well as height and intensity.



New medical workplace development with shaded arcades lining the new Plumas Boulevard, designed in accordance with FTS architectural standards and guidelines.

## OUTCOMES

- Town Square and Plumas Boulevard built.
- Infill development of medical workplace buildings configured per Plan standards.



The completed Town Square and Plumas Boulevard spine with surrounding new workplace development.

**CLIENT:** City of Yuba City

**IN COLLABORATION WITH:** Korve Engineering, Nolte & Associates, Mundie & Associates

**FTB:** When this project was completed the firm name was Freedman Tung & Bottomley (FTB).



The infill masterplan development provides the blueprint to orchestrate public and private investment in the new district.